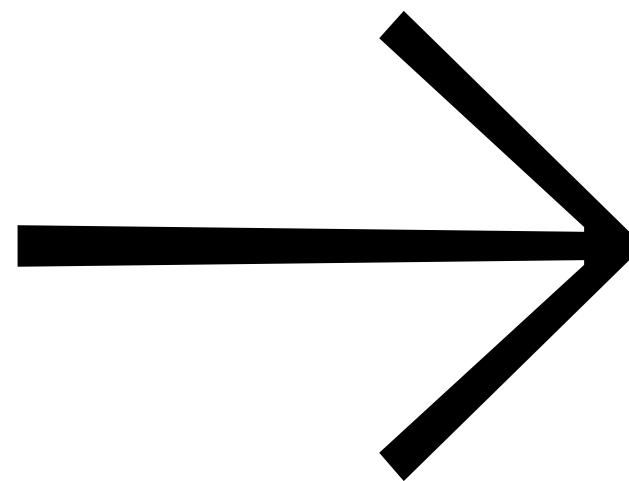


Gestura Headline

7 weights · 14 styles

Gesture Headline strikes a balance between practicality and elegance, adding more refined detailing to the same underlying framework as the Text family. Optimised for use between 18 and 72pt, with the lightest and heaviest weights for 24pt and up, the Headline family is ideal for titling, pull quotes, and logotypes.

A a z z



Gestura Headline Thin
Gestura Headline Thin Italic
Gestura Headline Extralight
Gestura Headline Extralight Italic
Gestura Headline Light
Gestura Headline Light Italic
Gestura Headline Regular
Gestura Headline Regular Italic
Gestura Headline Semibold
Gestura Headline Semibold Italic
Gestura Headline Bold
Gestura Headline Bold Italic
Gestura Headline Black
Gestura Headline Black Italic

Other Subfamilies

Gestura Text
Gestura Display

Information

Team & Designer(s)
Joe Leadbeater · Nigel Bates · Diana Ovezea

Commercial Release
V1.1: November 2021

Total Styles
42

Glyphs Per Style
617 (Uprights) + 622 (Italics)

Optical Sizes
3

OpenType Features
Standard Ligatures, Discretionary Ligatures, Stylistic Sets 01 - 06, All Caps, Old Style Figures, Tabular Lining Figures, Tabular Old Style Figures, Fractions, Slashed Zero, Ordinal Indicators, Contextual Alternates, Superscript / Superior + Subscript / Inferior

Language Coverage
Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Asturian, Atayal, Aymara, Basque, Bemba, Bikol, Bislama, Bosnian, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Corsican, Creek, Croatian, Czech, Danish, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, French, Friulian, Galician, Ganda, Genoese, German, Gikuyu, Haitian, Creole, Hawaiian, Hiligaynon, Hopi, Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interlingua, Irish, Italian, Jamaican, Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Ladin, Latin, Latvian, Lithuanian, Lojban, Lombard, Luxembourgish, Maasai, Makuwa, Malay, Maltese, Manx, Marquesan, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Samoan, Sango, Saramaccan, Sardinian, Seri, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Somali, Spanish, Sranan, Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tumbuka, Turkish, Venetian, Warlpiri, Wayuu, Wiradjuri, Wolof, Zapotec, Zulu, Zuni

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Beware the
Gorilla Arm

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!

The first touchscreen computers arrived in the 1980's

Gestura Headline · Thin · 40pt

‘Gorilla arm’ has become synonymous, in the literature of UI and ergonomics, for designs that fail to consider real use.

Gestura Headline · Thin · 30pt

John Underkoffler has already suggested an alternative way that we might adapt the Pixel 4's Motion Sense technology. He suggests that designers should ‘make the phone itself the instrument of gesture’.

From Tiananmen Square to the Sydney Opera House

Gestura Headline · Thin Italic · 40pt

*Building his own iteration into the canon
through sheer repetition, ‘Study of Perspective’
compounds meaning via its own title*

Gestura Headline · Thin Italic · 30pt

*Art & oratory were long established, with associated
hand signals which translated from the forum
signalling to a crowd when to listen, or how a speaker
felt – into frescos, and later canvas, very neatly indeed.*

The Hand *of God*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*VWXYZ — 0123456789.,?!**

An orator's signals were to
ancient Greeks in the agora

Gestura Headline · Extralight · 40pt

From early Constantinople to 21st century
tourist sites, depictions of gesture in art have
lost none of their immediacy

Gestura Headline · Extralight · 30pt

Better, in fact – for majority illiterate populations, like
religious medieval England, bible stories were read at
you in Latin before being interpreted by priests with
varying levels of interest in adhering to their textual truth.

*the real question is which
viewpoint you're looking from*

Gestura Headline · Extralight Italic · 40pt

*You'll notice he's often holding his hand up,
in a way which looks deceptively casual –
at least to the untrained eye*

Gestura Headline · Extralight Italic · 30pt

*Developing out of the belief that full-body depictions were
unholy, the hand came to signify a divine presence rather
than a 'literal' interpretation of biblical scenes (à la the other
classics, martyrdoms, pietas, annunciations et al).*

Moral *Minefields*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*VWXYZ—0123456789.,?!**

As the dust settled, a layer
of deception was revealed

Gestura Headline · Light · 40pt

An ill-judged gesture of jubilance, just as
infuriating as a commuter giving you the
finger across a crowded tube carriage.

Gestura Headline · Light · 30pt

Countries including Slovakia, China, Malaysia, and the
Philippines, consider digit-waggling very rude indeed –
and in many Asian countries, it's used only to call dogs
(not people, thank you very much).

*Making ourselves understood is
our most perennial concern*

Gestura Headline · Light Italic · 40pt

*There's hollowness to a handshake with
someone who despises you or a performative
hi-five from a patronising peer*

Gestura Headline · Light Italic · 30pt

*Across medical theatres and birthday cards, from hush-hush
secret-swapping to WhatsApp summits, communication
makes the world go around – but it also has the power to grind
it to an absolute juddering halt.*

V for
Victory

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

Our mutual contempt for authority: up yours, Mitchell!

Gestura Headline · Regular · 40pt

Ironically, this double-entendre spurred on the V sign's popularity, a snub to a common enemy. In-group, out-group; Allied, Axis.

Gestura Headline · Regular · 30pt

Beyond the walls of primary school, the meaning of the V sign continues to shift, crossing borders and epochs alike, making the straightforward gesture one of history's most successful memes.

English longbowmen at the Battle of Agincourt

Gestura Headline · Regular Italic · 40pt

*Most of these grey faces are delighted if
baffled by the camera, peering directly into it,
but one of the boys is scowling*

Gestura Headline · Regular Italic · 30pt

*Eventually, Churchill's aides corrected him, and he
switched to gesturing palm-outwards. But ironically,
this double-entendre spurred on the V sign's popularity —
it was seen as a snub to a common enemy.*

Abstract *Expression*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

Artists like Jackson Pollock & Willem de Kooning

Gestura Headline · Semibold · 40pt

In 1961, Nam June Paik dips his head in
a bowl of ink and drags his hair along a
long scroll of paper as a paintbrush

Gestura Headline · Semibold · 30pt

Which brings us to the spiritual practice of ensō:
From a mark's making to its reading, gesture begets
gesture. Artistic gesture creates the space for a
certain kind of freedom.

*‘my three-year-old could
have done that’ argument*

Gestura Headline · Semibold Italic · 40pt

*Janine Antoni’s ‘Loving Care’ (1993) sees
the artist similarly prostrated, using her
head as a brush — accurately, a mop.*

Gestura Headline · Semibold Italic · 30pt

*Kline’s lines sometimes appear more structural than
flowing — like steel girders or skyscrapers — but
they also embody a Zen-like freedom of mind, a flow
of intention from the body to the canvas.*

A Touchy Subject

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!*

Tracing its roots back to ancient Mesopotamia

Gestura Headline · Bold · 40pt

From blessings to curses, hands in
visual art convey myriad meanings in
rich and diverse traditions.

Gestura Headline · Bold · 30pt

Art and oratory were long established, with hand
signals which translated from the forum –signal-
ling to a crowd when to listen, or how a speaker felt
– and later canvas, very neatly indeed.

From early Constantinople to 21st century tourist sites

Gestura Headline · Bold Italic · 40pt

*Tracing its roots all the way back to
ancient Mesopotamia; it is believed to
ward off the evil eye & confer blessing*

Gestura Headline · Bold Italic · 30pt

*‘Study of Perspective’ compounds meaning via its
own title – after all, Ai Weiwei’s hand is as legible
to modern viewers as an orator’s signals were to
the ancient Greeks in the agora.*

Fourth **Plinth:**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!*

**Design is about form &
art is more about ideas**

Gestura Headline · Black · 40pt

**The thumb — hugely elongated for
emphasis (the title: Really Good, not
Quite Good), looks like ET's finger.**

Gestura Headline · Black · 30pt

**Post-Brexit, the three most important words I
say are 'London is open'. This sculpture shows
Londoners, visitors to London, tourists, EU
citizens, immigrants that London is open.**

***an unavoidable &
alluringly strange object***

Gestura Headline · Black Italic · 40pt

***Enchantingly unpretentious, Shrigley's
technique involves taking the logical
route to illustrate a concept or a feeling***

Gestura Headline · Black Italic · 30pt

***Shrigley's initial approach may have been ironic
in its commentary on modern Britain (it has a
distinctive phallic quality), but he has – by his own
admission – become infected by his optimism.***

&re

[illegible]

	Feature OFF	Feature ON
ALL CAPS [.case]	«{[(Cap@st)]}»	«{[(CAP@ST)]}»
OLD STYLE FIGURES [.osf]	0123456789	0123456789
TABULAR LINING FIGURES [.tnum]	0123456789%.,,:-	0123456789%.,,:-
TABULAR OLD STYLE FIGURES [.tosf]	0123456789%.,,:-	0123456789%.,,:-
FRACTIONS [.numr] / [.dnom]	1/2 + 34/56789	1 ¹ /2 + 3 ⁴ 4/56789
SLASHED ZERO [.zero]	2022 / 202300	2022 / 2023 ⁰ 0
ORDINAL INDICATOR [.ordn]	1o 2a No	1 ^o 2 ^a N ^o
CONTEXTUAL ALTERNATES [.calt]	9x87x65 -> Point <-	9×87×65 → Point ←
SUPERSCRIP / SUPERIOR + SUBSCRIPT / INFERIOR [.sup] + [.sub]	(x ⁷ + y ¹²) = 5m ₂ C ₄ H ₅ O ₆	(x ⁷ + y ¹²) = 5m ² C ₄ H ₅ O ₆

	Feature OFF	Feature ON
STANDARD LIGATURES ON AS DEFAULT [.liga]	The suffix fjøre	The suffix fjøre
DISCRETIONARY LIGATURES [.dlig]	act fast	act fast
STYLISTIC SET 01 MONOLINEAR ZERO, ASTERISK + PARENTHESES [.ss01]	o4: {[(Swipe)]} Up*	○4: {[(Swipe)]} Up*
STYLISTIC SET 02 ALTERNATE REVERSED CONTRAST ZERO [.ss02]	7051	7○51
STYLISTIC SET 03 TITLING DIERESIS [.ss03] + [.titl]	ÜBER SCHÖNE LÄNDER	ÛBER SCHÖNE LÄNDER
STYLISTIC SET 04 (ITALICS ONLY) ALTERNATE G, K, Y [.ss04]	<i>Skyhigh</i>	<i>Skyhigh</i>
STYLISTIC SET 05 (ITALICS ONLY) ALTERNATE V, W [.ss05]	<i>Reviewing</i>	<i>Reviewing</i>
STYLISTIC SET 06 (ITALICS ONLY) ALTERNATE AMPERSAND [.ss06]	<i>Conspiracy & Class</i>	<i>Conspiracy & Class</i>

Gestura Text

Variable Roman

Variable Italic

Thin

Thin Italic

Extralight

Extralight Italic

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Gestura Headline

Variable Roman

Variable Italic

Thin

Thin Italic

Extralight

Extralight Italic

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Gestura Headline

Variable Roman

Variable Italic

Thin

Thin Italic

Extralight

Extralight Italic

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Gestura Full Collection

Variable Roman

Variable Italic

Variable Fonts

Variable fonts allow the user to create custom weights and optical sizes from a single file. Due to ongoing and rapid changes to desktop publishing software, we are currently unable to offer variable fonts for sale, however we are offering free beta versions to users who purchase certain full subfamily packages.

Users purchasing a full single optical subfamily of Gestura, will receive free beta versions of our variable fonts for Gestura’s Roman and Italic styles, allowing variable adjustment of weight. Users purchasing all three optical subfamilies will receive free beta versions that allow variable adjustment of both weight and optical size.

At the time of this release, variable fonts are currently best supported by Adobe Illustrator. Sociotype is not responsible for functionality of variable fonts within third-party software.

Custom Versions

A custom typeface is one of the most powerful ways for a brand to distinguish its voice from competitors. Even the most subtle variations in style and form can significantly affect how we perceive messages and tone of voice, so custom type is always an investment worth considering.

Unlike most foundries, we offer an integrated approach to typographic and brand identity, in partnership with our sister creative studio, SOCIO. Get in touch to find out more.